



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Why is
this so
hard?

What is
best for
me?

I want
something
awesome

What size
is best?

I was
expecting
something
different

Where
should i
start?



rohimaha

Short summary of
the persona

Ask
friends

Drinks
coffee
everyday

Walks to
work

Excited

Anxious

Fear



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?